

CAMBRIDGE ARTS COUNCIL
MEETING: February 8, 2010, 6PM

BEGIN: 6:12 PM
END: 7:45 PM

MINUTES: Jason provided printed versions of the minutes from the November and December meetings. Members reviewed the November meeting minutes and a motion was made by Matt to accept the minutes. The motion was seconded by Lori Lander and all voted in favor of accepting the minutes as written.

DIRECTOR'S REPORT: Jason reported on the following programs and initiatives:

- *Cambridge Open Studios* – participant deadline: 1/31/2011. He discussed the collaboration with Cambridge Local First to encourage ad-buys in the annual brochure as revenue –generating opportunity. Approximately 10 ads were in by early February.

Jason also shared some mock-ups of the graphic design for the 2011 COS brochure and program. In general, members were enthusiastic about the design and visual aesthetic.

- *Poet Populist Program* – Jason let members know that the nomination deadline occurred on 1/28 and seven nominees had been recommended as of that date. He agreed to follow-up with additional information on the nominees and additional program deadlines following a meeting in early March of the PP Advisory Committee. Phyllis asked about marketing and communications strategy and suggested that it would be valuable to work with the Cambridge Chronicle to publish work by finalists as a way to increase the interest by the Cambridge population and as another opportunity to highlight and support the work of local poets.
- *CRF/SIC* – Jason let members know that planning, stage and activity area collaborations and artist bookings are already underway and suggested that it would be most productive to report on this at the March or April meeting. Jason indicated that he would discuss this with Julie and that together they would provide a significant amount of detail at the March or April 2011 meetings.
- *'Destination Riverbank'* – Jason described in detail the history and plans currently being made for this project which seeks to activate the Cambridge banks of the Charles River with permanent public artwork. He indicated that creative partners already in place include National Park Service, DCR, Charles River Conservancy, Cambridge Community Development Department and the Arts Council. In addition to staff, Jason had recommended Charley Norris as one of the creative team members given his depth of knowledge as an architect specializing in waterfront development and also his experience serving as a member and Chair of the Cambridge Public Art Commission. To date the project has been enthusiastically received by all and NPS had already made a consulting grant available to assist in pursuing the planning further.
- *CCAЕ & CAC: Community Supported Art:* Jason reported that this project had recently been awarded a grant in the amount of \$17,000 from the Adams Arts Program facilitated by the Mass Cultural Council. The project is a collaborative effort of CCAЕ, CAC, Cambridge Local First, Somerville Arts Council and Somerville Local and aims to help emerging artists develop as entrepreneurs, integrate art into the local business community, and raise the general public's awareness of the work of artists in their

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neighborhoods through an initiative that mirrors Community Supported Agriculture. It asks patrons to invest in a "harvest" of locally "grown" artwork, while giving artists access to a new customer base, business skills and networks.

- *FY12 Budget Planning:* Jason described the process of departmental planning for the fiscal year 2012 (7/1/11 – 6/30/12) budget and what steps the Arts Council had taken related to both the General Fund (salary & wages, other ordinary maintenance/operations, travel & training) and the Capital Budget (Percent-for-Art Ordinance and Public Art Conservation & Maintenance funding). He let members know that he was working closely with the Budget Office to develop information on updated departmental benchmarks, goals and accomplishment narrative, personnel status and revenue reports. Jason indicated that he would meet with the City Manager, Budget and Finance on February 17th and would have a better idea of the status of the coming year budget at that time. He also traced the budget process from that point to the budget review by City Council and adoption that typically occurs in late May of each year.

BOARD PROJECTS: The majority of information in this section of the agenda was focused on program exposure. Jason spent time describing a new partnership with Boston Parent's Paper to develop an insert for their May edition that focuses on CRF and SIC as two family-oriented arts events or programs that are most suitable to BPP readership. The insert is designed as an opportunity to work with local business and non-profit partners to also showcase their work and projects and activities that occur with funding from the CAC Grant Program. He reported that there are 8 ¼ page opportunities and that he and Mara were working to create a short list of proposed partners. Jason indicated that it was his hope that this project would be a natural outgrowth of the work of the business relations sub-committee and expressed his hope to work with Mara, Lori and Lori to move this forward.

Jason also briefly described six partnerships with local businesses of all types and sizes that have been developed in the last 18-24 months and now generate revenue to support certain programs and initiatives. Those businesses include: Mt. Auburn Hospital (COS), Gravestar, Inc. (COS), Big Picture Framing (COS), Irving/Harding House (COS & CRF), Lesley University/AIB (COS), and Cambridge Local First (COS, CRF & SIC).

Lori Lander brought up the concept of competitive gap and how we can educate the community better to increase participation along these lines. Phyllis also discussed the CAC Gallery as an opportunity to continue to cultivate relationships with the local community. She had questions about gallery exposure and how to increase audience development opportunities. She suggested better signage at 344 Broadway. Jason reported that for a period of 12-18 months, staff had generated color images and ads for CAC Gallery exhibitions and posted that on the Broadway sidewalk adjacent to the entrance to the building. However, this practice was not currently being done. Jason let members know that he, Lillian and Jeremy had discussed signage over the years and also been in contact with the Historical Commission given the nature of the City Hall Annex as a historic landmark status. He agreed he would discuss this issue further with the staff and work to generate some recommendation and possible solutions. Lori Lander also wondered about the possibility of a banner in the atrium space for each exhibition.

Phyllis also asked if it would be possible to update the agency letterhead to reflect the recent officer changes. Jason said he orders relatively small batches and had just ordered on in the fall. Once that was depleted, he agreed to make the updates and have new letterhead generated.

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This would also give an opportunity to ensure that all of the new member names are taken into account.

Finally, Phyllis also inquired about the MFA and the Maud Morgan Prize that was set up as an endowment and biennial grant to support mid-career women artists in the New England region. Jason let the group know that this issue had come up at the Maud Morgan Arts Advisory Committee meetings and called attention to a Boston Globe article in fall 2010 where the MFA confirmed that they would be looking into why the grant ceased and how to effectively re-launch the initiative. The group agreed that it was, perhaps, lost in the efforts to build the new extension and Art of the America's wing. However, there was ample frustration expressed that the award and recognition had terminated currently and hope expressed that the new Maud Morgan Visual Arts Center and CAC's role in that project might help leverage an opportunity to see this support reinstated.

OTHER BUSINESS: Jason provided updates and information on: CAC Gallery upcoming exhibition of work by Brian Kane, Confirmed language developed by staff and the sub-committee on the CAC Grant Program as a follow up to communication by the Dance Complex expressing frustration at not receiving a grant in the current cycle, Boston Cyberarts Festival, Cambridge Science Festival, and the Revels, Inc. 40th anniversary Gala.

MEMBERS PRESENT: Diane Norris, Lori Lander, Lori Damon, Aliyah Gary, Phyllis Bretholtz, Matt Weinberg, Andrew Mroczek, Kiera Wilhelm, Diana Limbach, Jason Weeks, Executive Director,

MEMBERS ABSENT: Jeff Walker, James Lawson, Barbara Baker